GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:501
ANSWERED ON:21.11.2002
EXPORT OF INDIAN FILMS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of Indian Films exported alongwith foreign exchange earned therefrom during the last three years;

(b) whether the Government is contemplating to promote the export of films;

(c) if so, the steps taken by the Government in this regard;

(d) whether China is a growing market for India films; and

(e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) According to information received from Indian Film Exporters Association, thenumber of Indian films exported over the last three years and the foreign exchange earned from the export of films during the last three years is as follows:

Year	No. of films exported	Foreign exchange earned from films in Rs.
1999-2000	190	250 crores
2000-2001	207	450 crores
2001-2002	210	900 crores+ (+includes figures for animation exports)

(b) & (c) In order to promote the export of Indian films, several initiatives have been taken up by the Government.

(i) The Government conferred `industry` status on the films sector with the broad objective of facilitating its all round development.

(ii) During the years 2001and 2002, an Indian Pavilion was set up in theCannes Film market to attract attention and interest in Indian Cinema in which a large number of Indian film companies participated.

(iii) During June 2001, the Minister for Information and Broadcasting led a 35- member delegation from the Indian Entertainment Industry to USA andJapan to show case internationally the achievements and potential of the Indian Entertainment Industry and to explore fresh avenues for business development.

(iv) A large delegation of Indian Film Exporters led by the National FilmDevelopment Corporation Ltd. participated in the film market in Hong Kong, which took place in June 2002.

(v) A package of 30 Indian films called `Indian Summer` was shown as part ofthe prestigious Locarno International Film Festival held in Switzerland in August 2002.

(vi) This year along with the International Film Festival of India a Film Bazaarwas set up by the Government to provide a platform for interaction between Indian film industry and international buyers and sellers.

(vii) A special Plan scheme has been included in the 10th Plan, the Ministry ofInformation and Broadcasting has been allocated a budget of Rs, 5 crores to participate in film markets in India and abroad.

(viii) The Directorate of Film Festivals through the Cultural ExchangeProgrammes and participation in various film festivals plays an important role in increasing the visibility of Indian films abroad. The increased visibility translates into greater demand for Indian films and promotes export earnings.

(d) and (e) China is a potential market for Indian films. The premier of the film Lagaan is to be held shortly in China and this is to be accompanied by an exhibition of Indian film posters, which traces the history of Indian cinema from the silent era to the present time. There was also Chinese representation at the recently held FilmBazaar in New Delhi, where an interest in showing Indian films on China`s TV was evinced.